

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 6, 1998

RJR Account #447000  
Mr. G. Burns  
MUTUAL WHOLESALE

**JUNE: DORAL B1G1F / PROMOTION #800432**

Dear Gene:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	1
Ult Light 100	12300-25363	1
Lt Box 100	12300-25370	1
FF Box 100	12300-25369	1

**DISPLAY DETAIL (#541865)**

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

**PO #051898**

Product / Display Arrival:

**May 18, 1998**

Ship Date to Retail:

**Week of: June 8, 1998**

SKU CUBE:

**0.4955**

SKU WT (w/o Product):

**1.1000 lbs**

Retail Sales Offer per Sku:

**20 Offers**

Billing per Sku:

**2 Savings Cartons**

EFT \$ Amount:

**\$280.21**

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

51844 9136

-2-  
B1G1F  
MUTUAL WHOLESALE

**PROMOTION DESCRIPTION:** SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT  
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).  
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER  
LIST.

**DISPLAY LOAD:**

\*4 CARTONS; ONE CARTON EACH STYLE:

**DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you  
\$4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis.  
This equates to \$19.60 (4 (6M) case(s) @ \$4.90). Payment will be made as soon as possible  
once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: J. McLean  
L. E. MacWilliams

**Enclosures:**

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to  
account.

JNB1-432.DOC

51844 9137

BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 22  
DATE: 98-04-29  
TIME: 10:58 AMWHOLESALER : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>  
TEMPLATE : 800432 80600 DOR JUN BIG1F  
TEMPLATE SEQ : 0910  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	1				(607)773-8506
162204	162226	519629	TRAVELPORT EXPRESS	735 UPPER COURT S	BINGHAMTON	NY	13904	1		3665-0000		(607)775-3500
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1		0353-0100		(607)772-8585
162204	162226	753151	VINNY MART	266 CHENANGO ST #	BINGHAMTON	NY	13901	1				(607)772-1138
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	2	NYS	2890-0000		(607)723-7035
162204	162226	316818	E-Z MART	1552 CONKLIN RD	CONKLIN	NY	13748	1	NYS			(607)775-4616
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	1	NYS			(607)773-8420
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1	NYS	2890-0000		(607)722-1714
162204	162226	087206	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	13760	1	NYS	2890-0000		(607)785-2971
162204	162226	087206	BOB'S MOBIL/F	421 HOOPER RD	ENDWELL	NY	13760	2	NYS			(607)754-9755
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	2	NYS			(607)785-0981
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	1	NYS	0353-0100		(607)798-0685
162205	162233	691489	E-Z MART #4	RT 12	GREENE	NY	13778	2				(607)656-9339
162205	162233	632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	1	NYS			
162206	162233	171481	YE OLDE POLKE STORE	RR 4 BOX 235	NORWICH	NY	13815	1				(607)334-5489
162206	162233	716109	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	2				(607)334-9212
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	1				(914)586-2442
162210	162233	727917	WALTON VARIETY	137 DELAWARE ST	WALTON	NY	13856	2				(607)865-9289
162210		658711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANN'S	NY	12430	1				(914)254-4010
162605		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	1	NYS			(607)687-2470
162605	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	2	NYS			(607)687-9843
162605	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY	13827	2	NYS			(607)687-4287

PAGE BREAK TOTAL ACCOUNTS 22 TOTAL QUANTITY 30

TEMPLATE TOTAL ACCOUNTS 22 TOTAL QUANTITY 30

\*\*\*\*\* END OF REPORT FOR PROMOTION 800432 \*\*\*\*\*